



Station Order Revised Heinrich for Senate 2012

201121

Market: Albuquerque

Estimate ID

Flight Dates: Monday, October 29, 2012 to Tuesday, November 06, 2012

11651

Contact: Jim Giudicessi

Phone: 505-246-2222

Email: Jim.Giudicessi@krqe.com

Fax: 505-944-0259

Direct: 505-998-9530

jug
10/9/12

KASA-TV

				Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct	Oct	Oct	Nov	Nov	Nov	Nov	Nov	Nov	
Program Name	DP	Length	Gross Rate	29	30	31	01	02	03	04	05	06	
Judge Mathis	DT	M-F	\$30.00	5	1	1	1	1			1	1	7
1:00 PM 2:00 PM		30	\$210.00	5									
Ricki Lake	EF	M-F	\$50.00	5	1	1	1	1			1		6
3:00 PM 4:00 PM		30	\$300.00	5									
Funny Videos	EF	M-F	\$50.00	5							1		1
4:00 PM 5:00 PM		30	\$50.00	5									
Funny Videos	EF	M-F	\$100.00	3	1	1	1	1					4
4:00 PM 5:00 PM		30	\$400.00	3									
Highly pre-emptible at LUR per KASA. Move to L4													
Extra	EF	M-F	\$100.00	5	1	1	1	1			1		6
5:00 PM 5:30 PM		30	\$600.00	5									
Family Feud	PA	M-F	\$150.00	5	1		1	1	1		1		5
6:30 PM 7:00 PM		30	\$750.00	5									
Bones	PT	M	\$1,300.00	3							1		1
7:00 PM 8:00 PM		30	\$1,300.00	3									
Highly pre-emptible at LUR per KASA. Move to L3													
Mob Doctor	PT	M	\$800.00	5							1		1
8:00 PM 9:00 PM		30	\$800.00	5									
New Girl/Mindy	PT	Tu	\$750.00	4		1							1
8:00 PM 9:00 PM		30	\$750.00	4									
Highly pre-emptible at LUR per KASA. Move to L4													
Touch	PT	F	\$250.00	5									1
7:00 PM 8:00 PM		30	\$250.00	5									
<i>Kitch Night Mares</i>													
KASA 9p News	LN	M-F	\$400.00	5	1	1	1	1			1		6
9:00 PM 9:30 PM		30	\$2,400.00	5									
KASA 9:30p News	LN	M-F	\$300.00	5	1	1	1	1			1		6
9:30 PM 10:00 PM		30	\$1,800.00	5									

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 10/9/2012 10:39:30 AM

KASA-TV

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suzannel@mediastrategies.com



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KASA-TV

Program Name	DP	Oays		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
		Length			Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Saturday 9p News 9:00 PM 9:30 PM	LN	Sa	30	\$275.00 \$275.00						1				1
Saturday 9:30p News 9:30 PM 10:00 PM	LN	Sa	30	\$250.00 \$250.00						1				1
Sunday 9p News 9:00 PM 9:30 PM	LN	Su	30	\$400.00 \$400.00							1			1
Sunday 9:30p News 9:30 PM 10:00 PM	LN	Su	30	\$275.00 \$275.00							1			1
Station Gross Totals				\$10,810.00	7	7	7	7	7	2	2	9	1	49

Suzanne Collins

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KASA-TV

201121

Jung 8/22/12

				Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct	Oct	Oct	Nov	Nov	Nov	Nov	Nov	Nov	
Program Name	DP	Length	Gross Rate	29	30	31	01	02	03	04	05	06	
People's Court 1:00 PM 2:00 PM	DT	M-F 30	\$30.00 \$90.00	1			1					1	3
People's Court 3:00 PM 4:00 PM	EF	M-F 30	\$50.00 \$300.00	1	1	1	1	1			1		6
Funny Videos 4:00 PM 5:00 PM	EF	M-F 30	\$50.00 \$300.00	1	1	1	1	1			1		6
Extra 5:00 PM 5:30 PM	EF	M-F 30	\$100.00 \$600.00	1	1	1	1	1			1		6
30 Rock 6:30 PM 7:00 PM	PA	M-F 30	\$150.00 \$900.00	1	1	1	1	1			1		6
Bones 7:00 PM 8:00 PM	PT	M 30	\$1,300.00 \$1,300.00								1		1
Highly pre-emptible at LUR per KASA. Move to L3													
New Girl/Mindy 8:00 PM 9:00 PM	PT	Tu 30	\$1,000.00 \$1,000.00		1								1
Highly pre-emptible at LUR per KASA. Move to L3													
Touch 7:00 PM 8:00 PM	PT	F 30	\$250.00 \$250.00					1					1
KASA 9p News 9:00 PM 9:30 PM	LN	M-F 30	\$1,000.00 \$3,000.00	1		1					1		3
Highly pre-emptible at LUR per KASA. Move to L3													
KASA 9:30p News 9:30 PM 10:00 PM	LN	M-F 30	\$800.00 \$3,200.00		1		1	1			1		4
Highly pre-emptible at LUR per KASA. Move to L3													
Saturday 9:30p News 9:30 PM 10:00 PM	LN	Sa 30	\$650.00 \$650.00						1				1
Highly pre-emptible at LUR per KASA. Move to L3													
Sunday 9:30p News 9:30 PM 10:00 PM	LN	Su 30	\$700.00 \$700.00							1			1
Highly pre-emptible at LUR per KASA. Move to L3													

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

Date/Time Sent: 8/22/2012 9:38:32 AM

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suzannel@mediastrategies.com



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KASA-TV

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
Station Gross Totals			\$12,290.00	6	6	5	6	6	1	1	7	1	39

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 8/22/2012 9:38:32 AM

KASA-TV

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Spot Manager: All,

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 1

Time Period: 1p-2p

201121	11651	11/05/12	:30	P5	1:58:25 PM 10/29-11/6	\$30.00
201121	11651	10/29/12	:30	P5	1:58:55 PM 10/29-11/6	\$30.00
201121	11651	11/02/12	:30	P5	1:48:40 PM 10/29-11/6	\$30.00
201121	11651	10/31/12	:30	P5	1:38:31 PM 10/29-11/6	\$30.00
201121	11651	10/30/12	:30	P5	10/29-11/6	\$30.00
201121	11651	11/06/12	:30	P5	10/29-11/6	\$30.00
201121	11651	11/01/12	:30	P5	1:08:54 PM 10/29-11/6	\$30.00
						\$210.00
						\$210.00

Line: 2

Time Period: 3p-4p

201121	11651	11/02/12	:30	P5	3:58:25 PM 10/29-11/6	\$50.00
201121	11651	10/29/12	:30	P5	3:09:09 PM 10/29-11/6	\$50.00
201121	11651	10/30/12	:30	P5	3:29:12 PM 10/29-11/6	\$50.00
201121	11651	10/31/12	:30	P5	3:59:25 PM 10/29-11/6	\$50.00
201121	11651	11/01/12	:30	P5	3:37:36 PM 10/29-11/6	\$50.00
201121	11651	11/05/12	:30	P5	3:09:04 PM 10/29-11/6	\$50.00
						\$300.00
						\$300.00

Line: 3

Time Period: 4p-5p

201121	11651	11/05/12	:30	P5	4:30:37 PM 10/29-11/6	\$50.00
						\$50.00
						\$50.00

Line: 4

Time Period: 4p-5p

201121	11651	10/31/12	:30	P3	4:45:48 PM 10/29-11/6	\$100.00
201121	11651	10/30/12	:30	P3	4:15:41 PM 10/29-11/6	\$100.00
201121	11651	10/29/12	:30	P3	4:15:41 PM 10/29-11/6	\$100.00
201121	11651	11/01/12	:30	P3	4:46:13 PM 10/29-11/6	\$100.00
						\$400.00
						\$400.00

Line: 5

Time Period: 5p-530p

201121	11651	10/29/12	:30	P5	5:07:48 PM 10/29-11/6	\$100.00
201121	11651	10/31/12	:30	P5	5:23:09 PM 10/29-11/6	\$100.00
201121	11651	11/01/12	:30	P5	5:23:09 PM 10/29-11/6	\$100.00
201121	11651	10/30/12	:30	P5	5:15:56 PM 10/29-11/6	\$100.00
201121	11651	11/05/12	:30	P5	5:06:58 PM 10/29-11/6	\$100.00
201121	11651	11/02/12	:30	P5	5:07:18 PM 10/29-11/6	\$100.00
						\$600.00
						\$600.00

Line: 6

Time Period: 630p-7p

201121	11651	11/02/12	:30	P5	6:46:35 PM 10/29-11/6	\$150.00
201121	11651	10/31/12	:30	P5	6:40:40 PM 10/29-11/6	\$150.00
201121	11651	11/01/12	:30	P5	6:34:35 PM 10/29-11/6	\$150.00
201121	11651	10/29/12	:30	P5	6:47:05 PM 10/29-11/6	\$150.00
201121	11651	11/05/12	:30	P5	6:46:05 PM 10/29-11/6	\$150.00
						\$750.00
						\$750.00

Line: 7

Time Period: 7p-8p

201121	11651	11/05/12	:30	P3	7:19:15 PM 10/29-11/6	\$1,300.00
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[Sorted by: Line]

Spot Manager: All,

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Heinrich for Senate (D)

Agency: Media Strategies & Research

Line: 7

Time Period: 7p-8p

\$1,300.00

\$1,300.00

Line: 8

Time Period: 8p-9p

201121	11651	11/05/12	:30	P5	8:30:10 PM 10/29-11/6	\$800.00
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\$800.00

\$800.00

Line: 9

Time Period: 8p-9p

201121	11651	10/30/12	:30	P4	8:40:40 PM 10/29-11/6	\$750.00
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\$750.00

\$750.00

Line: 10

Time Period: 7p-8p

201121	11651	11/02/12	:30	P5	10/29-11/6	\$250.00
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\$250.00

\$250.00

Line: 11

Time Period: 9p-930p

201121	11651	11/01/12	:30	P5	9:16:57 PM 10/29-11/6	\$400.00
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201121	11651	11/02/12	:30	P5	9:28:00 PM 10/29-11/6	\$400.00
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201121	11651	10/29/12	:30	P5	9:18:27 PM 10/29-11/6	\$400.00
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201121	11651	10/31/12	:30	P5	9:18:27 PM 10/29-11/6	\$400.00
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201121	11651	11/05/12	:30	P5	9:08:56 PM 10/29-11/6	\$400.00
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201121	11651	10/30/12	:30	P5	9:18:12 PM 10/29-11/6	\$400.00
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\$2,400.00

\$2,400.00

Line: 12

Time Period: 930p-10p

201121	11651	10/29/12	:30	P5	9:47:37 PM 10/29-11/6	\$300.00
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201121	11651	11/01/12	:30	P5	9:38:41 PM 10/29-11/6	\$300.00
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201121	11651	10/30/12	:30	P5	9:37:26 PM 10/29-11/6	\$300.00
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201121	11651	11/05/12	:30	P5	9:38:41 PM 10/29-11/6	\$300.00
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201121	11651	10/31/12	:30	P5	9:57:20 PM 10/29-11/6	\$300.00
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201121	11651	11/02/12	:30	P5	9:57:20 PM 10/29-11/6	\$300.00
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\$1,800.00

\$1,800.00

Line: 13

Time Period: 9p-930p

201121	11651	11/03/12	:30	P5	9:17:35 PM 10/29-11/6	\$275.00
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\$275.00

\$275.00

Line: 14

Time Period: 930p-10p

201121	11651	11/03/12	:30	P5	9:38:46 PM 10/29-11/6	\$250.00
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\$250.00

\$250.00

Line: 15

Time Period: 9p-930p

201121	11651	11/04/12	:30	P5	9:27:45 PM 10/29-11/6	\$400.00
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\$400.00

\$400.00

Line: 16

[Sorted by: Line]

Spot Manager: All,

Order	Alt Order #	Estimate	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
Station: KASA									
Advertiser: POL/Heinrich for Senate (D)									
Agency: Media Strategies & Research									
Line: 16									
Time Period: 930p-10p									
201121		11651	11/04/12	.30	P5	9:47:42 PM 10/29-11/6			\$275.00
									\$275.00
									\$275.00
									\$10,810.00
									\$10,810.00
									\$10,810.00
									\$10,810.00

[Sorted by: Line]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: KASA-TV Albuquerque	Date: 10/10/2012
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I, Media Strategies and Research,
 being on behalf of: Martin Heinrich, a legally
 qualified candidate of the Democratic political
 party for the office of: U.S. Senate
 in the General
 election to be held on: Tuesday, November 06, 2012
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		SEE ATTACHED SCHEDULE			
Date of First Broadcast:			Date of Last Broadcast:		
Monday, October 29, 2012			Tuesday, November 06, 2012		

Total Charges: \$10,810.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Wednesday, October 10, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title